

Verizon Business Expands Managed Services

Cisco ISR G2 expands Verizon Business’ ability to scale up Cisco-based enterprise network infrastructures.

EXECUTIVE SUMMARY

<p>Verizon Business</p> <ul style="list-style-type: none"> • Telecommunications • New York, New York • 235,000 employees
<p>BUSINESS IMPACT</p> <p>Benefits delivered by the Cisco solution include:</p> <ul style="list-style-type: none"> • Simplifies new service deployment to branches • Enhances branch productivity • Supports high-performance video services • Enables high-quality, secure collaboration
<p>PARTNER PROFILE</p> <p>Verizon Business is a leading provider of IT, communications, and security and network solutions to enterprises and governments worldwide. The company operates a global network that reaches customers in about 2700 cities and 150 countries.</p>



Business Challenge

Verizon Business is a leading provider of IT, communications, security, and network solutions to enterprises and governments around the world. The long-standing Verizon – Cisco relationship is tied to Verizon’s managed services goal of delivering these solutions globally, both on-premise and in the cloud.

Previously, Verizon’s focus had been on managing and optimizing customer LAN and WAN networks and on IP telephony. But, increasingly, the company’s clients were searching for IT-based solutions, and applications management that would enable business transformation as well as maximize security.

To address customer needs, Verizon provided its customers with the following:

- Cohesive management services for applications that could reside anywhere from a Verizon or customer data center, to a kiosk in an airport or shopping mall
- Flexibility and agility to add new applications and solutions quickly
- High-performance, secure collaboration solutions across branches
- Superior-quality video experiences
- Low total cost of ownership

Verizon Business utilizes the capability of the Cisco® ISR G2 to enable these solutions and services.

Solution and Results

According to, Mike Marcellin, vice president—global managed solutions, Verizon, customers are looking for a new business model. “For many of our customers, the branch office is their lifeline. They may have IT staff in their primary

business location, but it's unlikely that they have IT staff in every branch office worldwide. Cisco's ISR G2 will enable the branch to do all the things the primary data center can do."

In addition, the ISR G2 facilitates faster, easier addition of new capabilities. Previously, when a customer wanted to add security or video to their existing WAN or IP telephony services, it required a site visit. But, with the ISR G2, scaling services over time is much easier. New capabilities can be added remotely by IT staff at the primary data center. This capability allows Verizon to continue to deliver device value to customers over time.

Verizon also sees the ISR G2 as a tremendous platform for business-transforming video services, allowing customers to utilize video to reduce travel costs and enable collaboration across their entire enterprise.

"The appeal is very broad, especially for businesses with branch offices, like retail, the financial sector or even healthcare, business that want all of their capabilities rolled into one. So we're very excited about the ISR G2."

Mike Marcellin, vice president—global managed solutions, Verizon



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